



Connect Michigan Update

House Energy and Technology Committee

February 19th, 2013



About Connect Michigan

*Connect Michigan is a non-profit organization, in partnership with the Michigan Public Service Commission, tasked with **facilitating** the expansion of broadband access, adoption, and use throughout the state.*

- Backed by Connected Nation, national technology-oriented non-profit
- In-State Staff
 - State Program Manager
 - Two Community Technology Advisors
- Three major programs
 - Mapping
 - Research
 - Community Planning and Outreach





A Comprehensive Approach to Broadband

Access:

The physical connection to high-speed infrastructure.

Adoption:

Recognizing the value in broadband and subscribing either at home, work, or via public institutions
(e.g. libraries, schools, government, etc.)

Use:

Having the skills necessary to utilize and exploit broadband and related technologies.



Broadband Mapping

- Work with ~150 broadband providers to create a comprehensive map of service
- Technologies mapped include DSL, cable, fiber to the home, fixed wireless, and mobile wireless
- Only residential service is mapped
- Speed data also collected
- Each provider dataset is validated by field staff, public inquiry, and local community teams to ensure accuracy
- Data updated every six months; April and October
- Coverage areas portrayed by Census Blocks less than 2 mi² and road segments in less dense areas



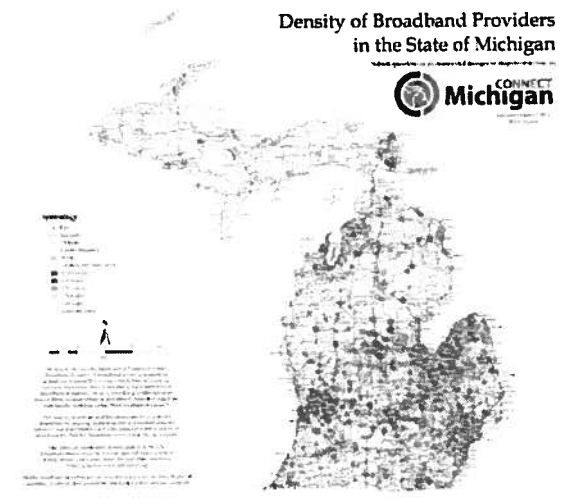
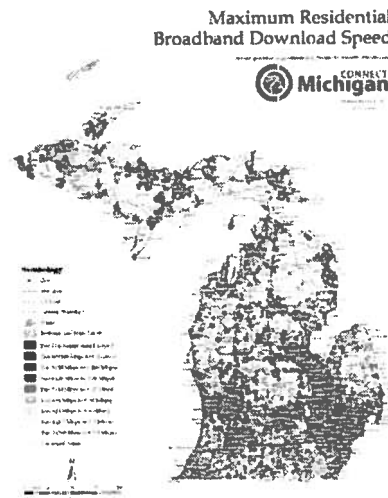
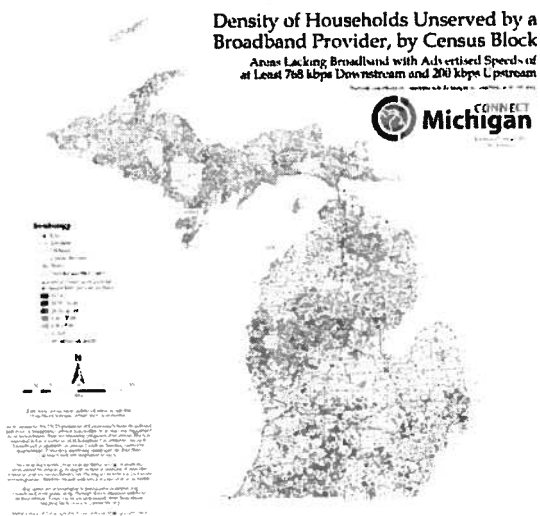
Broadband Mapping

- Maps available in PDF or interactive application
- Interactive Map: <http://www.connectmi.org/interactive-map>
- PDF Maps: <http://www.connectmi.org/broadband-landscape>
- Most commonly mapped themes include:
 - Service inventory
 - Maximum advertised download speed
 - Density of providers (competition)
 - Unserved and underserved household density
 - Availability by technology type
- Custom mapping also available including Congressional districts, FCC Connect America Fund analysis, School district analysis, etc.



Broadband Access Maps

- Density of Households Unserved by a Broadband Provider
- Maximum Residential Broadband Download Speed
- Density of Broadband Providers





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Research

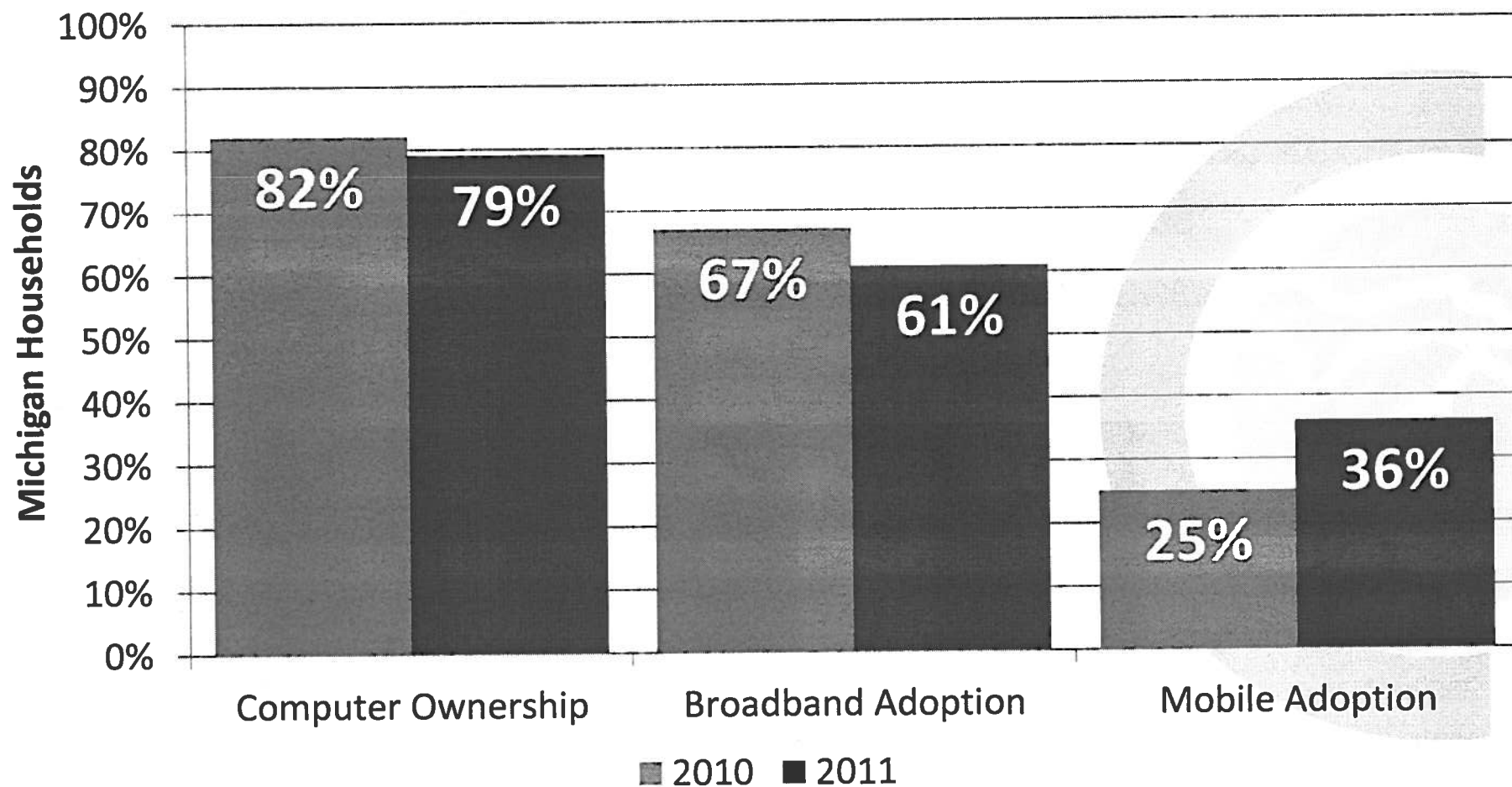
- Conduct annual Residential and Business Technology Assessments
- Examine the adoption of broadband, its use, and barriers
- Random digit-dial surveys of a representative sample of residents and businesses
- Can cut most data down to multi-county regions and county-level data available in some areas
- Quarterly white papers on various topics:
<http://www.connectmi.org/policy>

- | | |
|--------------------------------------|---------------------------|
| • Broadband in the UP | • E-Learning |
| • E-Commerce | • Mobile Broadband Useage |
| • Broadband Power Users | • Teleworking |
| • Small Business Technology Adoption | • Low Income Adoption |



Research

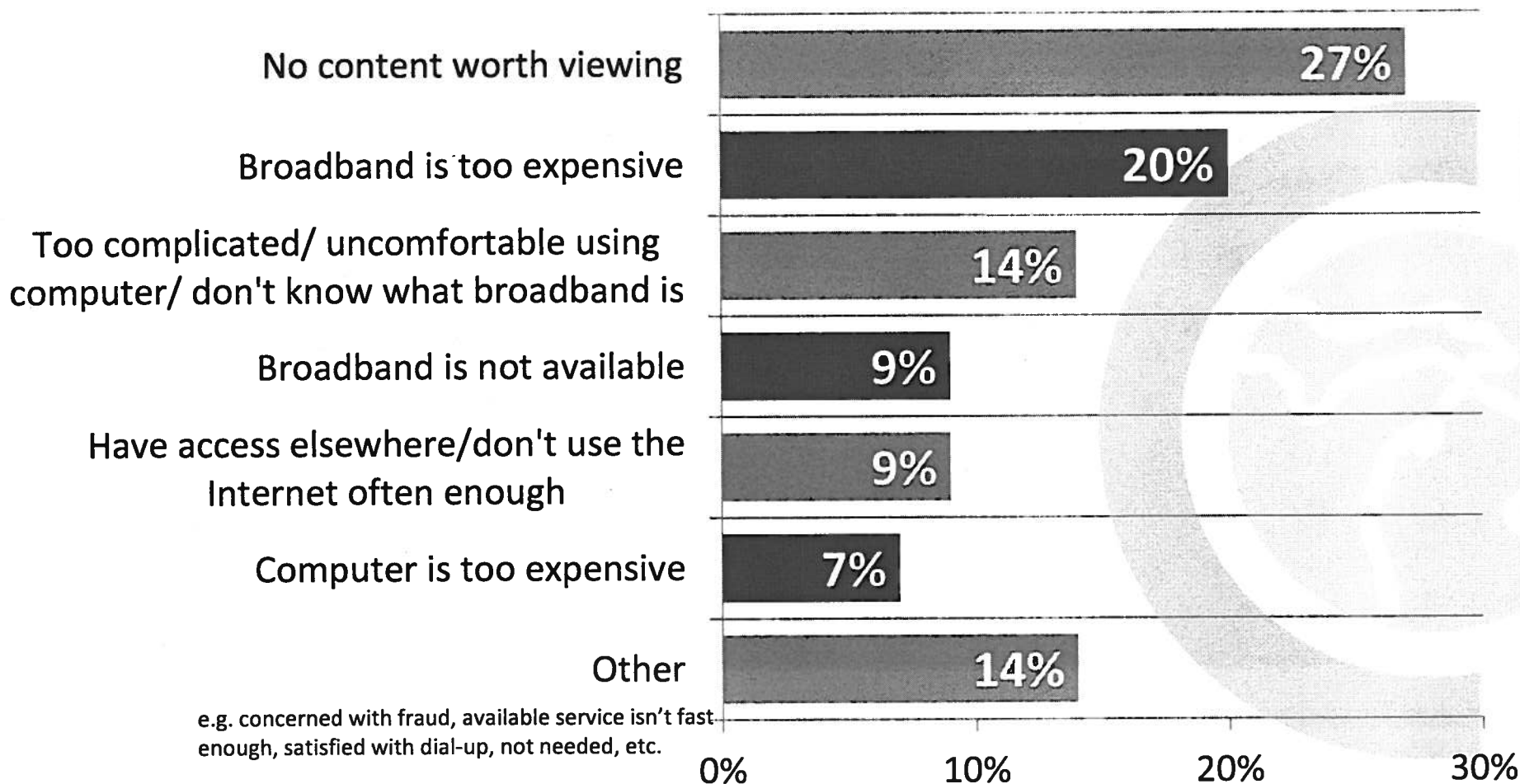
Residential Broadband Adoption





Research

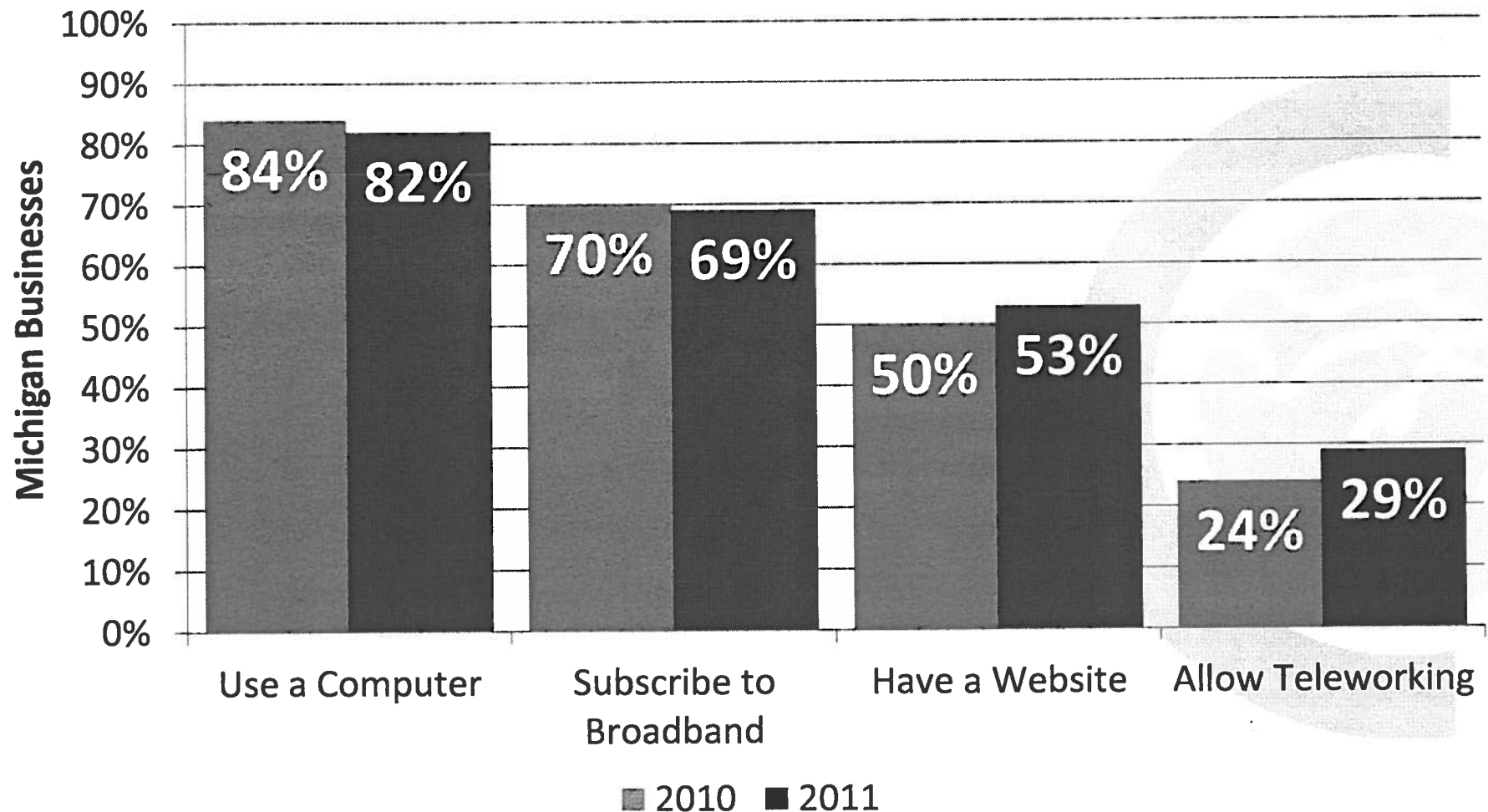
Barriers to Residential Adoption



Michigan Non-Adopting Households, 2011

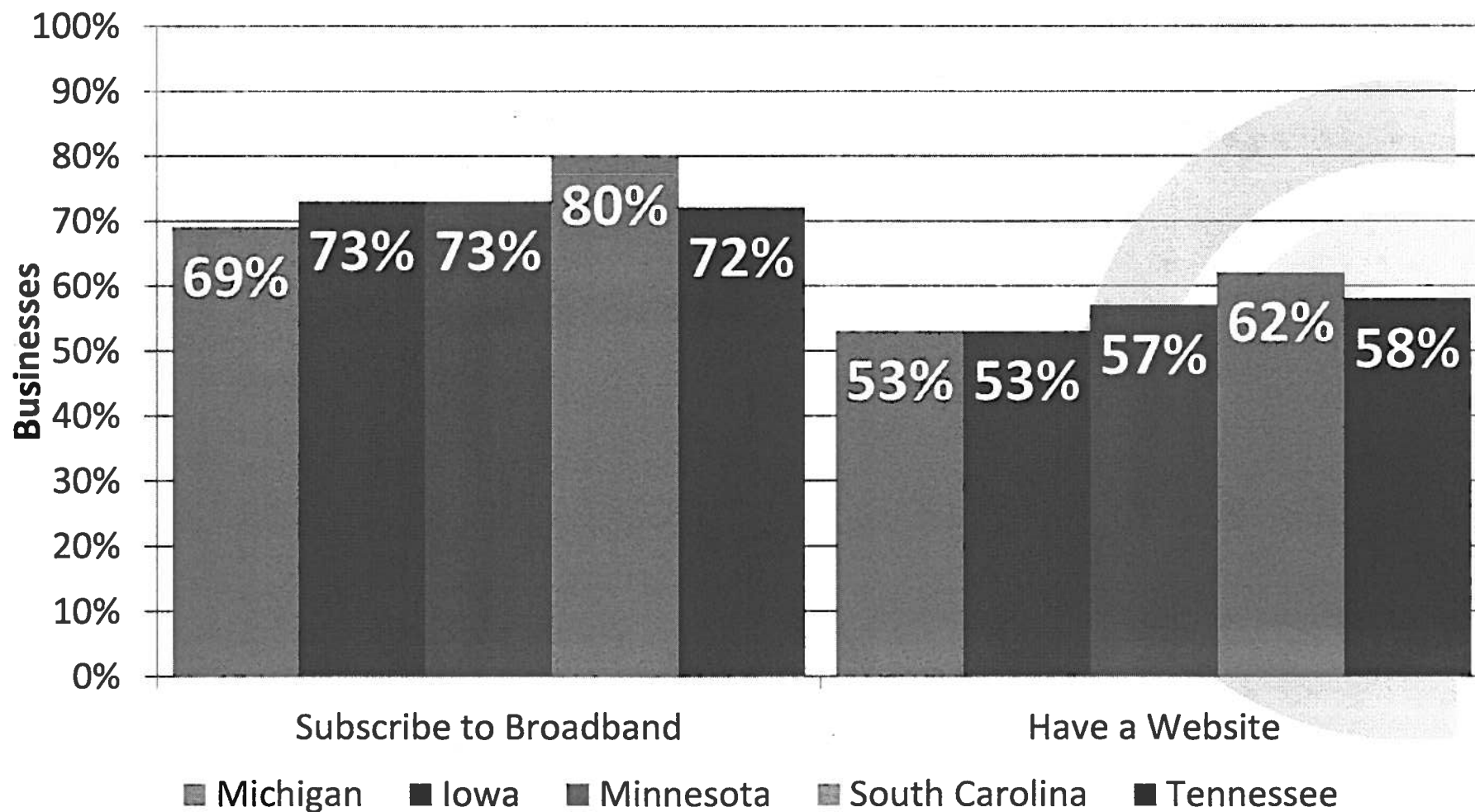


Research Business Broadband Adoption



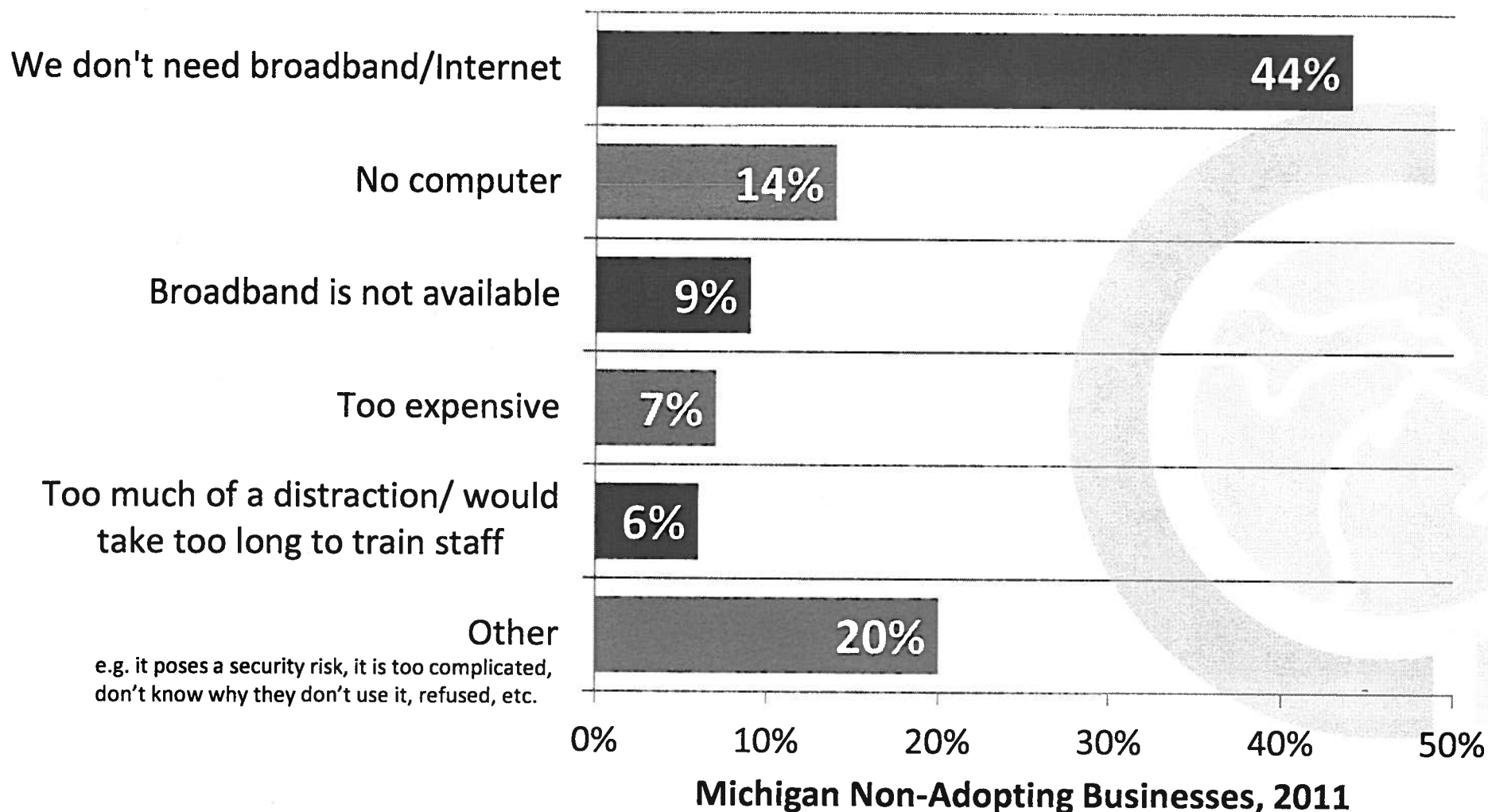


Research *Business Broadband Adoption*





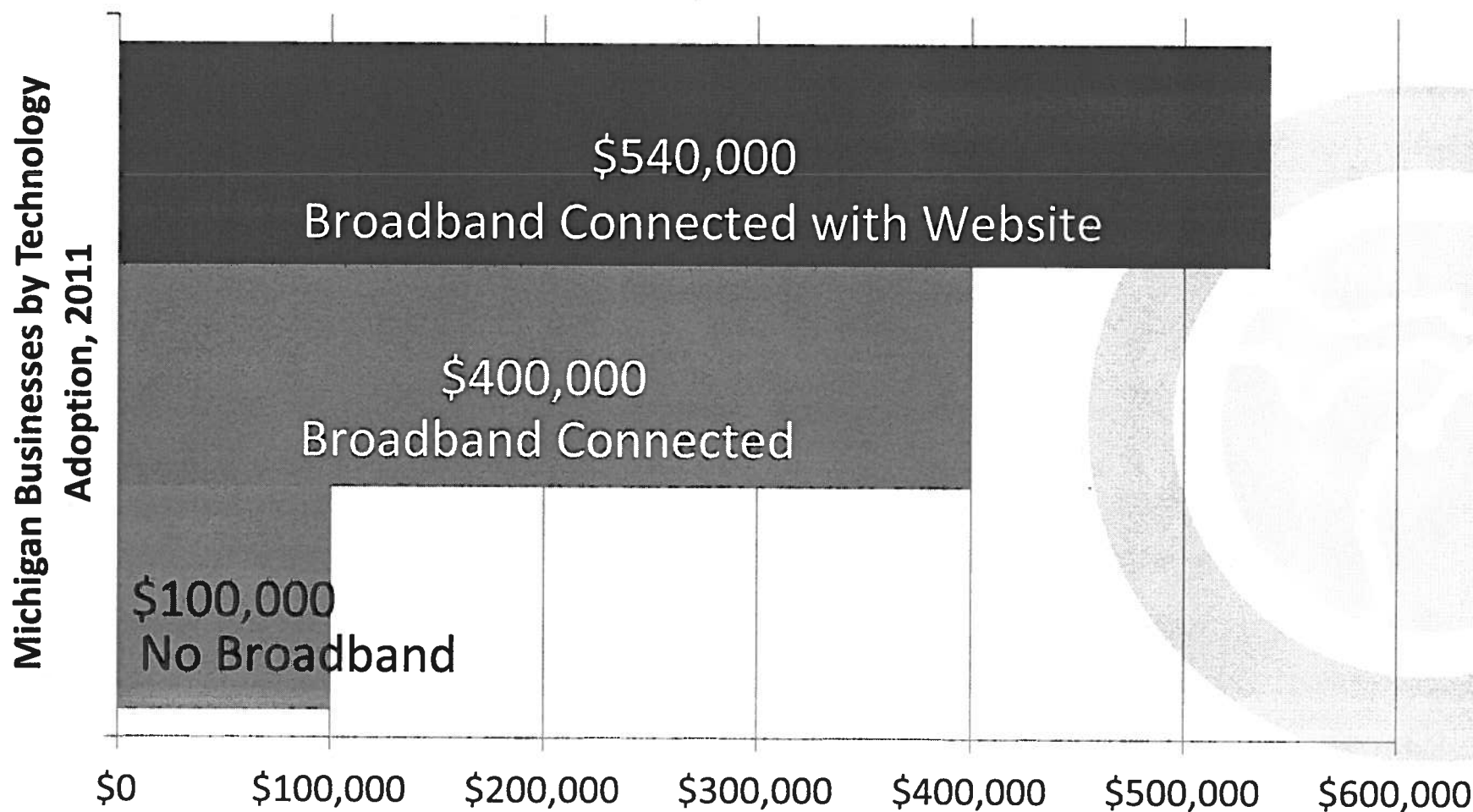
Research *Barriers to Business Adoption*





Research

Business Median Annual Revenue





Barriers to the Expansion of Broadband Access

- Survey of providers of all technology types
- Asked to identify barriers preventing them from further developing or expanding their networks:

Hard Barriers

1. Low density of households
2. Cost of middle mile access
2. Tower restrictions or permitting
3. Pole restrictions or permitting
4. Physical geography and terrain
5. Trenching restrictions and permitting

Soft Barriers

1. Real or perceived cost of broadband
2. Lack of awareness of broadband's benefits
2. Digital literacy skills of the public
3. Real or perceived cost of computer ownership
4. Concerns related to online security

Connected Community Engagement



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Connect Michigan is working to help communities identify their technology needs and opportunities. Bolstered by benchmarking data that has been gathered through Connect Michigan's mapping and market research, the Connected Community Engagement program is drilling down to the regional and local level to facilitate community technology planning. Through this program, regions and communities across Michigan are aiming to accelerate the availability, adoption, and use of technology toward creating a better business environment, more effective community and economic development, improved healthcare, enhanced education, and more efficient government.

Access: Is the infrastructure there?

Adoption: Do residents use the technology available?

Use: Are residents using technology to improve the quality of life?

Connect Michigan's Community Engagement program guides communities through an assessment of their overall broadband and technology innovation, using criteria that parent organization Connected Nation has set as a part of a "community certification" model. The program helps train regional team leaders and supports the formation of community planning teams made up of various sector representatives.

Connect Michigan is helping communities leverage technology as a key economic development driver.

Connect Michigan is in the process of recruiting and training local champions who will lead the community teams. Connect Michigan in collaboration with the Michigan Public Service Commission is currently inviting national and regional partners to support these community efforts and to help bring solutions to the challenges identified in the assessment phase.

- Communities benefit through a process of assessment, benchmarking, planning, and certification
- Citizens benefit through expanded access to relevant technology
- Private sector benefits by cultivation of a more investment-friendly environment and increasingly tech-savvy customer base desiring a greater level of online engagement

For more information about Connect Michigan and the Connected Community Engagement program please contact Eric Frederick, State Program Manager, at (517) 994-8024 or efrederick@connectmi.org.

Connected Teams

- Mayors
- Business owners
- Teachers
- Chamber leaders
- Farm bureau managers
- State representatives
- Healthcare providers
- First responders
- Libraries
- Senior citizens
- Tribal representatives
- Service providers

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